

COVERING THE ENTIRE STATE

**h v / Project of the Month**

## Trump Plaza brings unsurpassed elegance to downtown New Rochelle

**NEW ROCHELLE, NY** Back in 1997 when developer Louis Cappelli first looked at the city as a site for major new construction, little was happening in terms of downtown revival. With the exception of the first of AvalonBay Company's rental apartment towers, the city's once thriving downtown business center was largely dormant. That began to change with the opening of New Roc City in 1999. Now, a series of major new projects are underway or in the works, with more on the horizon. Few would argue that one of the most prominent major projects is the Trump Plaza, a 40-story luxury condominium tower located at 175 Huguenot St. **SECTION C / PAGES 7-10**



# project of the month

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## The Trump Plaza



## ny Project of the Month

**PROJECT TEAM: LESSARD, MARKETING DIRECTORS, FULLER CO., THOMPSON & BENDER, TADJER-COHEN-EDELSON ASSOC.**

# Trump Organization and Cappelli Enterprises, Inc. develop 40-story, 181-unit Trump Plaza tower: \$150m

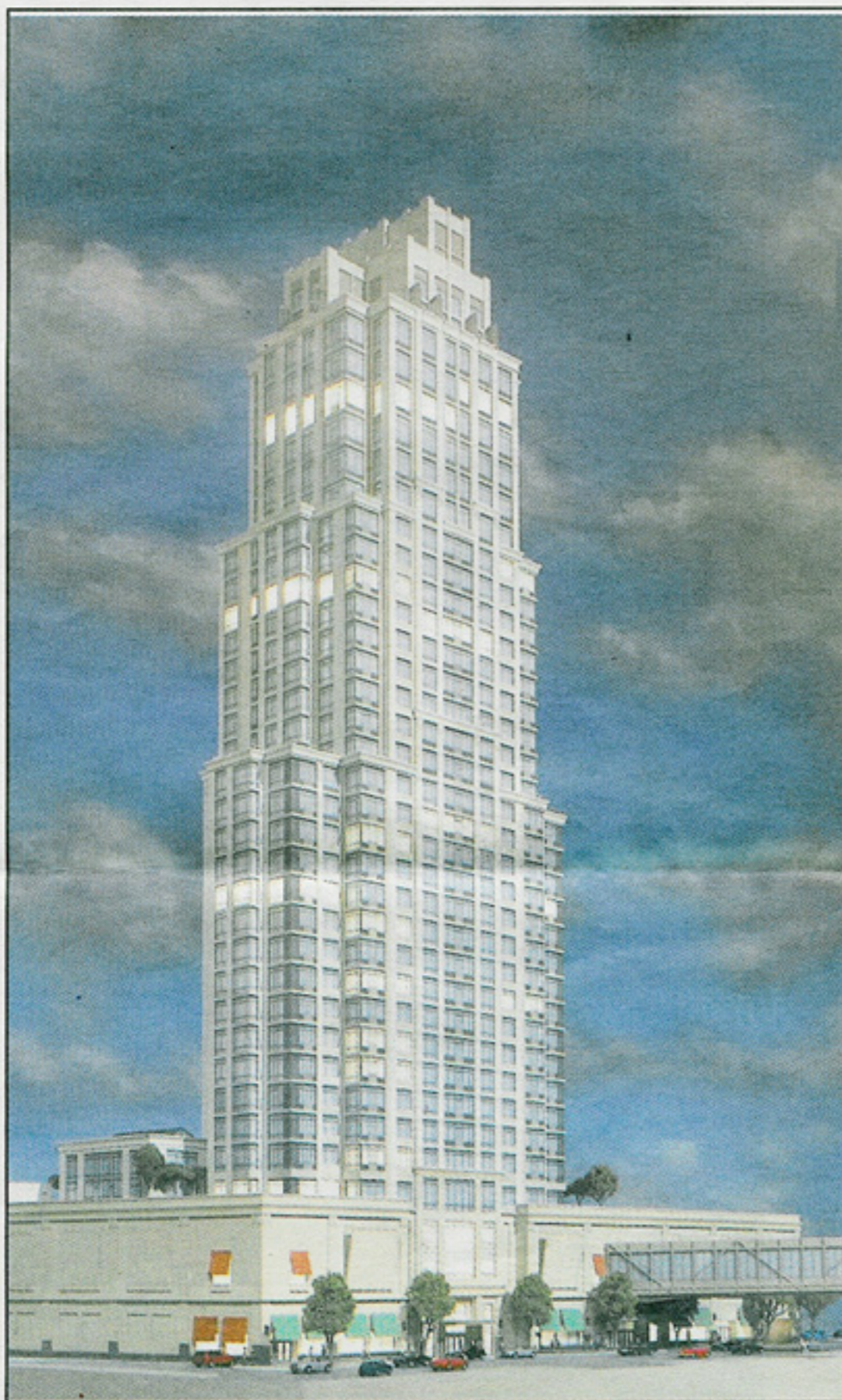
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Few would argue that one of the most prominent major projects is the Trump Plaza, a 40-story luxury condominium tower located at 175 Huguenot St. Just a block from the city's new Transportation Center, which includes its bustling MetroNorth and Amtrak train stations, the new tower will be five minutes from I-95 and 30 minutes from Midtown Manhattan.

The developer Cappelli, fresh off his successful partnering with mega-developer Donald Trump on Trump Tower in White Plains, has returned to New Rochelle for his second major project there. Construction on Trump Plaza began last year. The building, which will be one of the tallest in Westchester County, will feature 181 luxury condominiums, ranging in size from 786 s/f to 2,000+ s/f. The 51 one-bedroom, 101 two-bedroom and 29 three-bedroom residences will offer views of Long Island Sound, the N.Y.C. skyline, Westchester and the lower Hudson Valley. The estimated project cost is \$150 million.

The Lessard Group, Inc. (LGI),



bridge to the New Roc City parking garage and complex across the street.

Each of the appointed residences will feature gourmet kitchens with granite countertops and hardwood floors, and marble baths. The amenities package includes a custom-furnished marble lobby, 24-hour doorman/concierge service, underground parking garage with 24-hour valet service, indoor Olympic swimming pool, full-service health club and a business center. The sales center is equipped with full-size, fully decorated apartments. The opening is scheduled for 2007.

based in the Washington, D.C. area, developed the architectural design and construction documentation portion of the project.

Cappelli and Trump have retained the Manhattan-based real estate brokerage and marketing firm, The Marketing Directors, Inc. for the Trump Plaza.

Trump Plaza will rise above two levels of retailing at its base. It will be linked by an enclosed pedestrian

Nor is Cappelli stopping with Trump Plaza. He plans to increase his investment in the city's downtown to more than \$1 billion with the redevelopment of the Anderson-LeCount Block adjacent to New Roc City and Trump Plaza. The city has designated Cappelli Development for this major new job. The company is acquiring various properties that will then be cleared to make way for the new project.

### The Trump Plaza Project Team

<b>Architect</b>	<b>The Lessard Group, Inc.</b>
<b>Developer</b>	<b>The Trump Organization</b>
<b>Developer</b>	<b>Cappelli Enterprises, Inc.</b>
<b>Excl. Marketing &amp; Sales Agent</b>	<b>The Marketing Directors, Inc.</b>
<b>General Contractor</b>	<b>George A. Fuller Co.</b>
<b>Public Relations</b>	<b>Thompson &amp; Bender</b>
<b>Structural Engineer</b>	<b>Tadjer-Cohen-Edelson Associates, Inc.</b>